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A&R Tarpaulins Inc.

16246 Valley Blvd.
Fontana, CA 92335
909-829-4444

mail@artech2000.com
www.artarpaulins.com

Who are We? Our Noble Industry

By Bud Weisbart
Part 1 of 3 in a Series of Articles



Bud Weisbart
VP President of Marketing
Co-Owner A&R Tarpaulins Inc.

For over 38 years I have been honored to be associated with what I consider to our noble specialty fabric industry.

I consider our industry to be "noble" for many reasons, primary among them the value and creativity we provide the market place: awning and shade sails that provide temperature control and protect against cancer, stadia roofing and enclosures that add to the aesthetics and provide comfortable entertainment venues.

Also, truck covers and truck cover systems allow truckers to protect their loads and contribute to their income and put food on their families' tables, geosynthetic products that provide our communities environmental protection, and the list goes on and on. However, having identified the nobility of our industry, I also recall what was a focus for me during my graduate studies:

while we can identify all of those things we "do", we must realize that we have not been set on earth to be "human doings", but rather as "human beings".

So the question I faced early and constantly over the years in my career at my company was one that I would like to share with you because you also share with me involvement in our industry: how, as human beings, should we identify what we are, why we exist, and what makes our industry noble?

My answer to this series of questions is that we are entrepreneurial. So, then, how do we define what is "entrepreneurial", or more in keeping with the concept of "being" rather than "doing", how do we define being entrepreneurs?

Over the years, in ours as well as other industries, we have often used the term "entrepreneur" in cavalier ways. Creation of the Pet Rock

comes to mind, even though it made money for the person who developed the idea, often a primary criterion for the definition of being an entrepreneur.

However, to me this is insufficient, and the attributes of being an entrepreneur are and should be significantly more profound.

Therefore, based on my time in our industry, I have developed a definition for entrepreneurship and for entrepreneurs as follows:

Entrepreneurship is defined as creating sustained value by building on proven core competencies to address markets in ways that modify current approaches or establish new approaches to meet those market needs. So we create sustained value by developing our abilities and core competencies and by doing so create value in the marketplace we address with our products and services. And this is what makes our industry noble in my opinion.

Company News: A&R Tarpaulins Honored w/ Global Innovation Award

A&R Tarpaulins Inc. was presented the Global Innovation Award by the Center for Global Management at California State University San Bernardino, the U.S. Small Business Administration, the California Centers for International Trade Development, the Riverside County Economic Development Agency, and San Bernardino Economic Development Agency in October.

The award was presented by Dr. Vipin Gupta, Associate Dean & Co-Director, Global Management Center College

of Business and Public Administration at California State University, San Bernardino (far left in the photo) and Dean Laurence Rose, Dean of Cal State University San Bernardino College of Public & Business Administration (far right in the photo). Bud and Carmen Weisbart received the award (middle couple). For over 40 years A&R Tarpaulins, Inc. and its Divisions, AR Industries and AR Tech, has been manufacturing custom made fabric products. Applications of A&R's work have quality standards.

A&R's commitments are also shown in some of the following examples of meeting customer needs through both innovative responses to requirements that are "out of the box":

By **integrating truck tarp system** concepts to manufacturing commercial canopy systems for restaurant enclosures. By our **ability to serve the aerospace industry** through development of unique EMI shielding products & conductive and antistatic assemblies for companies like Boeing, United Launch Alliance and Lockheed Martin. By **offering responses** to needs for repair and modifications of technical, industrial and architectural requirements, such as awnings, truck tarps, protective covers, industrial curtains, and even canvas tarps.

